

Earth Science Program-A

Tuesday, January 28, 2020

2pm-3pm

New format goals and expectations

- Goals for these meetings:
 - R. Friedl:
 - Discussing new and known opportunities, especially given that several of our current missions will be completing development over the next two years
 - Catalyzing future ideas and leading edge technologies
 - Ensuring that we are following through on our measurements with impactful science and applications, sharpening our science goals
 - Developing a shared vision of what we offer to Earth Science that is unique
 - Initial identified areas of unique value: revolutionary Insights, accelerating science and technology, innovative engineering, high quality data/information, inspired story telling
 - These meetings should be a forum to discuss our vision and the implementation.
- Strategic planning activities
 - R. Friedl: Strategic 8X Retreat is being planned for March 30-April 1

Research Activities

- D. Waliser: Provided handout regarding science highlight process and senior review objectives. Hand out available here: (note, JPL login required)
 - <https://estd-vm.jpl.nasa.gov/xdms-special/main/folder.browse.php?id=2364>
 - New quarterly process was described in which operating missions report on new highlights
 - Earth Science Center storytelling tools are in development, and some are available through the new ESTD website.
 - Would like to get story-telling materials for all of the missions
- S.Owen: the 329 Section Retreat to take place Feb 3-4. Focus to be on hiring, but with heavy consideration on the future needs of the section. Also focus on EV discussions

Community Engagement

- K. Hussey: New website now live: <https://estd.jpl.nasa.gov/> ALL are encouraged to send feedback.
 - Site is internal only
 - Notable links under resources point to Earth Science Center information, presentation downloads, etc.
 - F.Webb emphasized the need for consistency in our messaging. For example, descriptions of GRACE and GRACE-FO should not be as simply as gravity missions, but as “Mass Change Observables” so that what they measure is described rather than how.
 - K. Hussey noted that charts such as the one showing the NASA fleet are updated on a regular basis
- S.Callery: Earth day Campaign, 50 year anniversary created many proposals/ideas because of the milestone event
 - Ideas decided upon:
 - Boxes in libraries/museums to be filled with postcards and added to a time capsule

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- Online notes with hashtag can be added
- Also will be an Earth installation at the Museum of Science and Industry, Chicago

Formulation

- F. Webb: Showed slides regarding EVM -3 milestones and decision challenges
 - AO is not out, timing is uncertain
 - Team formulation milestones are set up to BCR readiness.
- The JPL EVM-3 concepts are staffed with capture leads, proposal management and an experienced PM to provide project implementation review.
 - The concept PMs were assigned based on availability and competency and will not necessarily be the named PMs in the proposals.